



CONNEXIA

Creativity in Love with Data and Technology

Connexia celebrates summer with “Pringles Sound of Summer”

*The 2019 Pringles Sound of Summer goes social with
the data-driven creativity agency*

Milan, 1 July 2019 – **Connexia** celebrates summer with **Pringles Sound of Summer**, the **Pringles** initiative dedicated to Italy's biggest music festivals.

In coordination with Spiagames Outdoor Agency and with the support of Connexia's digital PR, the **Pringles Sound of Summer** roadshow is doing a total of nine dates in Milan, Rome and Rimini with the aim of engaging music fans in a new, “tasty” experience in the **Pringles Village**, a 100% Pringles branded space dedicated to fun with table football, bowling, fluorescent tattoos, and lots of other entertaining activities.

The brand is taking its **Pringles Village** to the **Milano Summer Festival**, **Rock in Roma** and the **Notte Rosa** in **Rimini**, summers festivals featuring Italian and international artists of the calibre of everyone from J Balvin, Calcutta, Kiss, Mahmood, Ozuna, and Salmo to Carl Brave and Ben Harper.

Connexia has devised a **contest** for the *Pringles Sound of Summer* with the **activation of four influencers** with links to the world of music. To kick-off the contest each influencer created a thirty-song [playlist](#) containing a “hidden” track. The fourteen lucky winners that guess the ghost track will then have the chance to choose when to go to the Milano Summer Festival or Rock in Roma.

All the compilations are available on Pringles' Spotify Hub, offering the perfect soundtrack to listen to this summer.

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com

Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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“The Pringles Sound of Summer initiative instantly gets you in the mood for the beach, fun and holidays,” said **Massimiliano Trisolino, Connexia’s Managing Partner for Strategy and Creativity.** *“It is an absolute pleasure to be able to celebrate summer and music by offering Pringles fans the chance to share a fun experience with others at three of Italy’s biggest summer music festivals.”*

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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